

# General Mills Pollinator Plots

Conservation Marketplace Midwest (CMM)



Under the Conservation Marketplace Midwest (CMM) ecosystem service pollinator program, Stearns County SWCD, the University of Minnesota, Xerces Society and General Mills have partnered to investigate habitat needs of managed bees and native pollinator populations. In August, partners toured 10 acres of pollinator habitat restored through General Mills Foundation Grant, which provided payment for establishment of new pollinator habitat and enhancement of an existing perennial site in Stearns County, Minnesota. Tour participants heard the preliminary results about pollinators' habitat needs.

During the tour in Stearns County, participants learned about recommendations for best management practices, such as inter-seeding, weed control and management, among others. The test sites were a buzz with busy bees and native pollinators visiting the diverse plants in bloom across the prairie. Landowners, Gerald and Helen Olsen, are a part of the pollinator program and joined in on the tour, where they had the opportunity to hold a native brown-belted bumble bee.

CMM facilitated the collaboration for the successful pollinator habitat project in Minnesota as a part of their mission to create measurable ecological and social uplift by establishing new economic opportunities to advance conservation efforts. Thus, providing a market-based system that connects buyers and generators of ecosystem service credits. The pollinator program is one of several supported by CMM.

## **Benefits of Pollinator Plots :**

- Provide Habitat for Numerous Species Including Bees, Butterflies, Beetles & Moths
- These Species are Critical Pollinators, Responsible for Pollinating More Than 1/3 of the Food We Eat and 80% of Plants
- Attract Beneficial Insects that are Predators to Crop Pests
- Promotes Carbon Sequestration and Soil Health
- Conservation Cover Decreases Wind and Water Erosion and Improves Water Quality
- Pollinator Plots are also Good Habitat for Wildlife Species Including Pheasants, Quail, and Other Game Species

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. "This partnership opportunity gives the SWCD the ability to reach more people and implement more conservation."

– Jason Selvog, District Technician  
Stearns SWCD



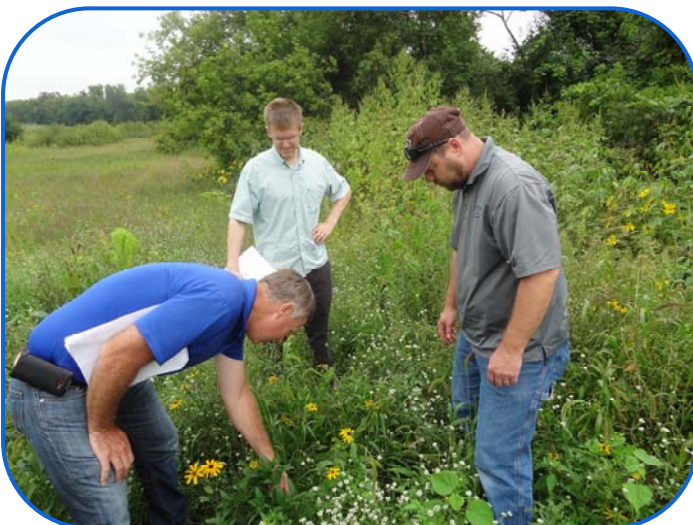
Monarch Butterfly on Coneflower



Brown Belted Bumble Bee



Monarch Caterpillar on Milkweed



Pollinator Plot Evaluation



Pollinator Habitat Signage